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(21) International Application Number: PCT/GB99/03010 (22) International Filing Date: 10 September 1999 (10.09.99)	Jonathan [GB/GB]; 36 Alverstone Avenue, Wimbeldon Park, London SW19 8BE (GB). JORDAN, Smith, John [GB/GB]; 93 Bedford Road, Walthamstow, London E17 4PU (GB). HAYNES, Arthur, Brian [GB/GB]; 50 Hillcrest Road, Camberley, Surrey GU15 1LG (GB). (74) Agent: LLOYD, Patrick, Alexander, Desmond; Reddie & Grose, 16 Theobalds Road, London WC1X 8PL (GB). (81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, VZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).	
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(71) Applicant (for all designated States except US): BRITISH BROADCASTING CORPORATION [GB/GB]; Broadcasting House, Langham Place, London W1A 1AA (GB).	Published With international search report.	
(72) Inventors; and (75) Inventors/Applicants (for US only): CHAN, David [GB/GB]; 140c, Croxsted Road, Dulwich, London SE21 8NR (GB). ORMROD, Tracy-Anne [GB/GB]; 4 Fullamoor Farm Barns, Clifton, Hampden, Abingdon, Oxon (GB). OWENS, Carol, Janet [GB/GB]; 35 Mulgrave Road, Ealing, London W5 1LF (GB). MCGREGOR, Diane, Marie [GB/GB]; Flat 1, 105 Victoria Road, London NW6 6TD (GB). CURTIS, Wesley,		
(54) Title: BROADCAST MEDIA METADATA STRUCTURE		
(57) Abstract		

A broadcast media metadata structure is comprised of a number of metadata storage entities related to the media materials, concepts and services defined by the structure. The entities contain a number of storage elements which store metadata relating to a given storage level, and relate to attributes or characteristics of the entity, the storage levels are arranged in a number of mutually consistent hierarchical or non-hierarchical relationships with the storage level at each level above the lowest level relating to the metadata of the immediately lower level. A number of levels of business entities each have business elements related to business metadata. The business elements are linked to the media metadata stores at a storage level appropriate to the business metadata.